

STEP 5: BACK HOME

de-brief and evaluation

You chose a destination and you decided on a route to get there. You set sail, cruised into the horizon and you reached your target audience. But how did they respond? Did they hope for a cruise and get a safari? How was your journey with us? Did we get you to the right place on time and provide value for money? Did you expect a 4 star service & were surprised by a free upgrade to 5 star?

Time to reflect on your journey and evaluate the process, service, delivery and outcomes of the production.

Initially we will send out an evaluation card which we encourage you to fill out. Based on your comments we may also arrange for a de-briefing session with you where we will explore how our service and delivery could have been improved.

We want you to travel with us again as frequent flyers! So it's essential that our standards match or exceed your expectations and that our productions hit your mark every time.

Wherever we can improve, we will do so.

It is extremely important to us that your journey with us has not only been pleasurable and professional, but it's also vital that your money has been well spent and has delivered the outcomes you desired. So we will contact you between 6 – 12 months after your journey ends with us to check on how your target audiences have responded to the programme and to measure outcomes of the production.

Feedback is essential to us. We forge very open and honest relationships with our clients and encourage them to tell us how we can improve their experience with us. We aim to maintain long term relationships so that our next journey together is even better than the last.

